

# **City of Indianapolis and Marion County**

## **Corporate Partnership Policy**

### **Purpose:**

The purpose of this policy is to maintain a healthy environment for the city of Indianapolis (the “City”) to seek mutually beneficial partnerships with private and non-profit sector partners. The goal of this policy statement is to protect the public spaces of Indianapolis from risk and intrusive commerce, and to safeguard the City’s values, image, assets and interests while encouraging increased opportunities for revenue generation and expense reduction.

### **Partnership Definition:**

Partnerships between the City and private or non-profit sector partners shall be defined as those that achieve:

- An enhanced quality of life for those who work and live in Indianapolis
- A clear public benefit
- Increased revenue or cost savings to the City, without raising taxes
- A meaningful effort in assisting selected partners with the achievement of their goals

### **Partnership Categories:**

- I. Program partnership: Any sponsorship or partnership for a specific City event, program or asset.
- II. Sponsorship: Any partnership that would grant naming entitlements to an asset or program of the City.
- III. Purchasing partnerships: Any partnership that would include purchasing of commodities, materials, equipment or services for a substantial discount to the City.
- IV. Cost share: Any partnership that involves the ability for individuals, neighborhoods, or companies to contribute to infrastructure improvements.

### **Scope:**

This policy does not apply to:

- Philanthropic contributions, grants, or unsolicited donations in which no benefits are granted to the sponsor and where no business relationship exists.
- Independent foundations or registered charitable organizations from which the City may receive benefits.
- Funding from other governmental organizations through formal grant programs.
- City sponsored events for projects where the city provides funds to an outside organization

- Third party organizations that lease City or County property or hold permits with the City for events.
- Any and all political subdivisions of the City or County that have not formally agreed to participate in the Corporate Partnership Program.

### **Restrictions:**

In general, any organization that participates in the following industries, or deals in products listed, are not eligible for participation in the Corporate Partnership Program with the City.

- Police regulated businesses
- Faith-based or political organizations
- Companies whose business is substantially derived from the sale of alcohol, tobacco or pornography
- Companies that deal in gambling or related enterprises
- Companies that may be involved in a law suit with the City

The City may elect to enter into Corporate Partnerships with restricted partners only when it is deemed to have a clear public benefit and is appropriate to the project. The City reserves the right to terminate an existing agreement should conditions arise that make the agreement no longer in the best interest of the City. The City also reserves the right to reject any unsolicited partnerships that have been offered to the City and to refuse to enter into agreements for any partnerships that originally may have been openly solicited by the City.

Any private sector or non-profit advertising related to this program must follow all state and local laws and meet all guidelines of the City. The standards for advertising are as follows:

- No advertising shall be displayed that is false, misleading or deceptive
- No advertising shall be displayed that relates to an illegal activity
- No advertising shall be displayed that contains explicit sexual, obscene, or material that could be deemed harmful to minors
- No advertising shall be displayed that could be deemed as violent or anti-social